

CLUB MANAGERS MEMBERSHIP CHECKLIST

PURPOSE: To assist management and staff in providing the best quality service and programs to club members.

SCOPE: This guide applies to all enlisted, officers clubs and consolidated/collocated clubs worldwide.

GENERAL: Club membership is the key to the success of the club system. To be successful close attention to your club membership is required on a daily basis. Improvements to the membership program should be constantly researched and implemented. An annual membership drive should be aggressively undertaken, provide enticements or benefits to attract membership. Train employees to promote the club in a positive manner. Most important, treat club members with professional courtesy, provide quality customer service and remember, "it is their club." Once you lose a club member because of bad service, you almost never gain them back.

GUIDANCE:

Club Manager's Membership Checklist

- Are you performing daily, random club card checks?
- Have you conducted a membership drive in the last 12 months?
- Are you actively using employees for membership enhancements and employee contests for recruiting new members?
- Did you use the Commercial Sponsorship Program for solicited or unsolicited sponsorship enhancements for your membership drive?
- Have you personally contacted the Senior Enlisted Advisor(s) or Commander and obtained support for membership initiatives?
- Have you personally attended First Sergeant meetings at least once quarterly to explain the benefits of club membership and solicit their support in membership initiatives?
- Have you personally attended unit commander's call at least once every 6 months, presented the benefits of club membership and had applications for membership available?
- Have you contacted the local retiree association and the Air Force Reserve Personnel Center retiree office for addresses of each retiree in your area?

- Have you, the unit commander, or group/wing commander, sent a personal letter to each retiree within the last 6 months about the, benefits of club membership and club programs?
- Do you personally meet every new first sergeant or commander?
- Have you personally contacted each chief on the installation and the Chiefs' Group within the last 6 months to solicit their support in club membership initiatives?
- Have you developed a briefing, video, or 35mm slide presentation of your club programs to present to newcomers' orientations, commander's calls, and other appropriate groups?
- Are you or a club representative attending every newcomers orientation with membership applications, club programs and flyers, club calendars, a display explaining the benefits of club membership, and other promotional materials?
- Have you placed an advertisement in the base newspaper about club benefits and programs within the last quarter?
- Have you contacted the Services marketing director within the last 2 months for support, advice, ideas, and assistance on club programming or membership enhancements?
- Have you had a membership appreciation night within the last 6 months?
- Have you had a retiree appreciation night within the last 6 months?
- Have you had a boss and buddy night this quarter?
- Have you contacted AAFES within the last 6 months about bag-stuffer advertisements on club membership and followed through with it?
- Have you contacted the commissary about bag-stuffer advertisements within the last 6 months and followed through with it?
- Have you contacted, the commissary about imprinting club advertisements on bags?
- Do you conduct unit-sponsored parties once a quarter?
- Do you cross-market club membership with other Services activities such as discounts with golf, bowl, frame shop, marina, equipment rental, aero club, etc.?
- Are you offering frequent-user discounts such as punch cards or coupons based upon number of charges, visits, etc.?
- Do you have monthly coupons for members?
- Do you target your coupon program to low-revenue services, slow nights, and specials?
- Do you have coupons that offer discounts with other Services functions and off-base establishments?

- Do you have new member recruiting programs for awards to members who sign up new members?
- Have you implemented a rebate or discount program for members who use the new club card?
- Have you conducted an open house event to attract nonmembers within the last 6 months?
- Have you contacted the Company Grade Officers' Association within the last 6 months for assistance in membership enhancements?
- Do you conduct club card drawings for membership prizes?
- Have you contacted the local Air Force Association or Air Force Sergeants Association within the last 6 months and sent each club information?
- Do you conduct a weekly event for children such as "Children Eat Free," "Children Bring Your Parents," or children-special nights?
- Do you offer special entertainment for children with youth events?
- Does your menu include children portions or youth meals and kid prices?
- Are you offering club use to special interest groups such as country/western dance groups, private organizations, and other organizations with price enhancements?
- Do you have a current special function brochure (within last year) that can be given to customers? Has the brochure been presented to each new commander and first sergeant?
- Do you automatically issue a temporary 1-month membership to all newcomers?
- Do you offer discounts to members who hold their promotion party, birthday party, and other events in the club?
- Has the wing commander issued a letter to all units this year encouraging the use of clubs rather than off-base facilities for special events and parties?
- Are your dress policies consistent with your competition and market?
- Are you fully using volunteer services from members and organizations such as spouses' clubs?
- Are you placing current flyers, brochures, and calendars in lodging?
- Are you placing club advertisements in Services dining facilities?
- Are you delivering flyers, brochures, and calendars to the housing areas and dormitories?

- Have you fully cross-marketed the club with other Services and base activities such as leisure travel offices, base museums, etc.?
- Are you using all forms of available media to advertise club events and attract new members, such as marquees, daily bulletins, banners, closed-circuit TV?

SUMMARY:

Your membership is the most important part of your club business. Every other aspect of the business revolves around it. Therefore, pay close attention to your membership and set goals to improve benefits and recruitment. The above guidance should help to achieve your goals. Try it, you may be surprised with the results.